Committee on Promoting Enhanced PE Agenda  
Friday, March 8, 2013  
10:00 am – 1:00pm

10:00 am   Welcome & Introductions (5 min)
10:05 am   Approval of Meeting Summary from February 8, 2013 (5 min)
10:10 am   Identify “Ask” for Target Audiences (30 min)
10:40 am   Develop Targeted Messages (40 min)
11:20 am   Identify Communications Venues (20 min)
11:40 am   Physical Activity Break (10 min)
11:50 pm   Identify and Prioritize Specific Outreach Targets (20 min)
12:10 pm   Outline Timeframe and Work Plan (30 min)
12:40 pm   Next Steps: Member Assignments (10 min)
12:50 pm   Public Comment (10 min)
1:00 pm   Adjourn

Meeting Objectives:

1. Determine specific ways the committee will encourage key audiences to enhance P.E. by identifying asks/actions, messaging priorities, communication venues, and supportive resources for each audience.

2. Develop a timeline and work plan for the committee’s work.

Meeting locations:
To join by conference call: Dial-In Number: 1-888-494-4032, Access Code: 8604293041

Chicago Location:  
IDPH  
122 S. Michigan Avenue  
20th Floor, Suite 2009

Springfield Location:  
IDPH  
535 W. Jefferson, 5th Floor  
Director’s Conference Room